



Making a difference...together

**Minutes of the Regular Meeting of the  
Salt Spring Island Community Economic Development Commission  
Held Monday, September 20, 2021, in the Public Library 129 McPhillips Ave, Salt Spring  
Island, BC**

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**Present:** **CRD Director:** Gary Holman  
**Commission Members:** Francine Carlin, Holly MacDonald, Jason Griffin,  
Inga Michaelsen, Bryan Young, Daniel Wood  
**Absent:** Dr. Daniel Muzyka  
**Staff:** Karla Campbell, Senior Manager; Shayla Burnham, Recording Secretary  
**Participants:** Laura Patrick, Islands Trust, Darryl Martin, Chamber of Commerce  
(COC)  
**Electronic Participants:** Jacqueline East, Southern Gulf Islands Tourism  
Partnership, Jesse Brown, COC

**1. Territorial Acknowledgement/Call Meeting to Order**

Chair Carlin called the meeting to order at 3:02 p.m.

**2. Approval of Agenda**

**MOVED** by Commissioner Young, **SECONDED** by Commissioner Wood, that the Salt Spring Island Economic Development Commission agenda of September 20, 2021 be approved.

**CARRIED**

**3. Adoption of Minutes of May 17, 2021**

**MOVED** by Commissioner Young, **SECONDED** by Commissioner Wood, that the Salt Spring Island Economic Development Commission minutes of May 17, 2021 be approved.

**CARRIED**

**4. Delegation/Presentations**

**4.1 Southern Gulf Islands Tourism Partnership (SGITP)**

- Jacqueline East presented an Activity Report for Fall 2021 which included a 5-year strategic Plan and Annual Tactical Plans approved by Destination B.C.
- Special Initiatives included a Labour Market Study, Housing, Inter-island Mobility and Reconciliation.
- AquaLink is a southern Gulf Islands pilot project funded by SGITP with Gulf Islands Water Taxi.

- Travel related businesses have been challenged in 2021 due to Covid-19 and the lack of staffing across North America.

#### **4.2 Salt Spring Island Chamber of Commerce (COC)**

- Adapting to the realities of the Covid-19 business environment.
- Administering two grants:
  1. BC Rural Dividend focused on strategy and Island wide economic planning because of COVID-19.
  2. Islands Economic Coastal Trust that focuses on tangible efforts to improve the vibrancy of Ganges Village.
- Requested the CEDC continue to promote local businesses.
- Visitor Information Centre recently renovated with support from SGITP and CRD.

#### **4.3 Islands Trust**

- Islands Trust Policy Statement engagement to begin in November.
- Steps being taken to protect working family housing on SSI:
  - Salt Spring Housing Action Program Task Force.
  - Task Force recommended immediate actions to the LTC.
  - Salt Spring LTC recommended that the Southern Gulf Island Forum make housing and live-a-boards a priority initiative for the region.
  - Salt Spring's elected officials working together with other levels of government.
- Ganges Village Planning engagement to begin soon.
- Trust must work in cooperation with regional districts to achieve its preserve and protect mandate.
- Trustee Laura Patrick noted that the CEDC is well positioned to take a leading role to ensure the economic needs of community are balanced with ecological and social needs and proactively included in plans.  
Examples:
  - Home Based Business
  - Village Area Plans
  - Commercial Accommodation
  - Commercial and Industrial Zoning
  - Agribusiness

### **5. Report of the Chair and Director**

**Director Holman** briefly reported:

- Budget Proposal meetings underway.

**6. Commission Updates:**

**6.1 Overview To Date**

- A PowerPoint presentation on items 6.2 through 6.5. was presented.

**6.2 Digital Media - June, July and August 2021 Community Economic Development Commission Opportunity Salt Spring Analytics Reports**

- Increased activity on Facebook and Twitter sites.

**6.3 Regulatory Roadmap**

- Video now complete with a soft launch expected before the end of 2021 and a hard launch expected in early 2022.

**6.4 Research Project**

- Bryan Young spoke to the idea of a centralized data warehouse for important demographic data to be used by various clients to help shape policy, opportunities and initiatives.
- The need for housing and real estate data was expressed.

**6.5 Housing Advocacy**

- Unable to staff local businesses due to housing shortages.
- The need was expressed for all governing organizations to work together.
- Salt Spring Solutions to complete an employer impact survey.
- New ways of looking at data (what are we losing for housing and what are we gaining?)
- Islands Trust has requested the CRD make business licenses an option on SSI.
- Electoral Areas Committee has directed staff to present a report on the pros and cons of the implications of business licencing.
- CRD and Islands Trust met with the Minister of Finance to initiate discussion regarding the applicability of Speculation and Vacancy Tax.
- It was asked if the Housing Task Force had considered BC Housing financing on working with employers to facilitate the purchasing of houses for employees (that share a kitchen and do not require a rezoning through Islands Trust) and it was confirmed that option had not yet been explored.

**7. Outstanding Business**

**7.1 Economic Development Coordinator Update**

- Chamber of Commerce (COC) requested a Memorandum of Understanding (MOU) with the CRD to outline roles, responsibilities and how the COC funding will be disbursed.

**8. New Business**

**8.1 CEDC Name Change**

**MOVED** Commissioner Carlin, **SECONDED** by Commissioner MacDonald, that the Salt Spring Island Economic Development Commission request staff to prepare a bylaw to rename the commission to the Salt Spring Island Community Economic Sustainability Commission.

**CARRIED**

**8.2 Community Partner Engagement Process**

- The purpose of a Quarterly Update is to share information about initiatives that are or will impact the economic and social well-being of Salt Spring.
- Each quarterly meeting will have 3 Community Partner updates in addition to the standing agenda.
- Invitations to Community Partners will be on a rotating basis so that during each meeting there's time for discussion and feedback.
- These presentations will be held during quarterly CEDC meetings in January, May, September and November.
- CEDC will provide a template of questions as a content guide for updates.

**8.3 Rural Islands Economic Forum – October 20-21**

- Virtual event on October 20 and 21 from 9:00 a.m. – 1:00 p.m.
- Virtual event on November 30 from 7:00 p.m. – 8:30 p.m.
- Strengthening connections across BC's rural islands.
- Links to access the events to be provided at a future date.

**9. Next Meeting**

Monday, November 22, 2021, SSI Public Library, 129 McPhillips Ave, Salt Spring Island, BC at 1:00 p.m.

**10. Adjournment**

The meeting adjourned at 4:47 p.m.



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**CHAIR**



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**SENIOR MANAGER**